UNIVERSITI TEKNOLOGI MARA

ONLINE BOOKING SYSTEM FOR MERCHANG GLAMPING PARK CAMPSITE USING CONSUMER BEHAVIOUR THEORY

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ABSTRACT

Glamping has emerged as a growing tourism trend in Malaysia, combining outdoor camping with modern comforts. However, Merchang Glamping Park Campsite in Marang, Terengganu relied entirely on manual booking methods through WhatsApp and phone calls, resulting in delays in booking confirmation, risks of double booking, disorganised customer records, and difficulties in tracking payment statuses. This project aimed to develop an Online Booking System for Merchang Glamping Park Campsite guided by Consumer Behaviour Theory, with three objectives: to identify the current business process and problems, to design and develop the proposed system guided by the Sociological Model of Consumer Behaviour Theory, and to evaluate the system's functionality and usability. The system was developed using PHP, MySQL, HTML, CSS, and JavaScript, following the Adapted Waterfall Model. The Sociological Model guided the design of features addressing five dimensions: Reference Groups, Family Influence, Social Roles and Status, Culture and Subculture, and Economic Segmentation. Three user roles were supported: Customer, Staff, and Administrator, each with dedicated portals. Functional testing was conducted through predefined test cases covering normal, alternative, and exception scenarios. Usability evaluation used the System Usability Scale with 30 participants, and an expert evaluation was conducted by three information systems practitioners. All functional test cases confirmed that system modules operated correctly. The System Usability Scale evaluation yielded an aggregate score of 87.68%, a benchmark for Excellent usability. The expert evaluation confirmed that Consumer Behaviour Theory principles were successfully applied to support consumer decision-making. The system eliminated the inefficiencies of the previous manual process and positions Merchang Glamping Park Campsite as a digitally capable tourism destination. Future enhancements include the development of a native mobile application, expansion of payment methods to include e-wallet options, and the implementation of automated booking notifications via email and WhatsApp.